

## 1) Introduction

Traditional marketing is a powerful tool to grow brand awareness and attract new customers, but it has been extensively overused in many businesses, including crypto projects, while more viral and sensationalist marketing efforts have been left neglected. Think about the last crypto advertisement that has left your (crypto ignorant) family or friends talking – can you think of any? Can you think of any crypto-related videos that people beyond your crypto bubble would share on their social network pages? The answer is probably no – and it is so because traditional marketing has dominated the crypto marketing landscape. This means that marketing efforts have been directed for a very specific target audience and not the rank-and-file (main consumers once crypto gains more popularity). Viral marketing on the other hand, allows businesses to leverage their existing and/or new customers in order to promote their products or services to their friends, colleagues and family through non-threatening and comical means.

The goal of the video proposal is two-fold:

1. *We want to launch a series of short video clips that your grandma, sister and crypto ignorant co-worker will find amusing and be inclined to share it with others at no additional cost*
2. *We want businesses to know that if they tap into the BTS ecosystem and offer products based off of it, their potential consumers will be inclined to use them because they have already heard or seen the BTS brand.*

## 2) Expenses

### a. Production expenses

The staging, production, editing, and delivery of the three video clips will be carried out by the creative video production “[Looklike](#)” team based in Kyiv. They have over three years of full-service video production.

The breakdown of Looklike’s offer for delivering three video clips is as following:

|  |        |
|--|--------|
| Preproduction                                | 500\$  |
| Filming – 12 hours, including 5 people staff | 1000\$ |
| Equipment                                    | 1000\$ |
| Post-production – editing, color correction  | 500\$  |
| Total*                                       | 3000\$ |

\* This offer doesn’t include wages for actors or shooting location rent for the clips. Based on the average actor wage and the short duration of the clips, the expenses for the actors shouldn’t exceed 100USD per actor for a day of shooting. 100USD is also the maximum for renting a location in Kyiv for shooting. Please note that principal actors may be re-used for clips, thereby decreasing the expenses in that regard.

### **b. Producer expenses**

There are expenses for an outsourced producer for planning, drafting scripts and being present on the site with the video production team to direct the workflow and oversee the film production from start to end. The expenses are following, given that the selected outsourced producer comes from the country of Georgia:

|   |                                     |
|---|-------------------------------------|
| Flight from Tbilisi-Kyiv and Kyiv-Tbilisi | 150-220 USD (depending on the date) |
| 3-day accommodation in Kyiv               | 100 USD                             |
| Rate for producer service                 | 500 USD                             |
| Total                                     | 750-820 USD                         |

### **3) Proposed scripts**

The proposal is to produce 10-second video clips that are connected to each other by an identical comical tension and characters. There are two principal characters. One is a very buff, tall and menacing looking Slav with a silly English accent (think of a mixture between Terry Crews and Drago). The second is a non-descript ordinary, somewhat timid, Western-looking male in his late 30s/early 40s who is simply going about his daily life.

These two will be connected with each in comical situations where the buff Slav unexpectedly interrupts the ordinary guy from doing something wrong, largely by displaying himself menacingly or using brute force. All of the situations are connected to the merits of crypto.

#### **a. Proposed overview of script #1**

The clip is set in a bank. The clip begins with the banker telling our ordinary man that he needs to pay 20USD for his 200USD wire transfer. Our ordinary man asks if that is isn't too high, the banker smirks and says that this is how it works and is perfectly normal, but before he finishes the sentence the buff Slav comes and tackles him into the ground, points a finger at him and says in his silly accent "No, no, no! Not normal!" then turns his head at the ordinary guy and changes his deep voice to a friendly, high voice, smiles and says "You can just use BTS, friend!". Optional ending: Black screen with BTS logo comes up with the text: Never pay more!

#### **b. Proposed overview of script #2**

Remember the surprise motherfucker episode from Dexter? Imagine a similar situation: Our ordinary man is walking by a dark alley and suddenly someone screams at him HEY, the guy looks around and sees a menacing figure walking out of the shadows and is about to piss himself. The menacing guy approaches the guy, stares for a split second, changes his menacing face into a sales agent smile and says in a soothing voice: you dropped your wallet back there, always keep your money safe! Our ordinary guy takes the wallet and walks away, giving a stare back at the menacing guy who is standing idle and smirking as the camera moves away from him. Optional ending: Black screen with BTS logo comes up with the text: You control your assets!

#### **c. Proposed overview of script #3**

Our ordinary guy is crossing a bridge or a crossing and is confronted by several goons who demand he make a payment if he wants to cross to the other side. Our ordinary guy is explaining to them that the crossing is free and that he shouldn't pay but the goons are not budging. The incredibly muscled guy appears, taps the ordinary guy on the shoulder and moves him away. Then he stares down the goons with a menacing look, asks if there is a problem in deep voice and the goons look terrified and just run away. Then he looks back at the ordinary guy, changes his menacing look to a smile and says in high pitch voice: go ahead my friend. Optional ending: Black screen with BTS logo comes up with the text: Don't be overcharged!